

Message Text

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43

ACTION AF-06

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FM AMCONSL JOHANNESBURG

TO USDOC WASHDC

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AMEMBASSY PRETORIA

UNCLAS JOHANNESBURG 0013

E.O. 11652: N/A

TAGS: BBSR, SF

SUBJECT: GLOBAL MARKET RESEARCH: ELECTRICAL ENERGY SYSTEMS AND
EQUIPMENT

REF: 75 USDOC 09267

1. AS USDOC AND INFO ADDRESSEES WILL RECALL, SOUTH AFRICA WAS
DROPPED FROM THE ELECTRICAL ENERGY SYSTEMS GLOBAL MARKET RESEARCH
PROJECT BECAUSE THE BID PROPOSALS RECEIVED FAR EXCEEDED THE
AMOUNT BUDGETED.

2. A REPRESENTATIVE OF P E CONSULTING GROUP S A (PTY) LIMITED
CALLED AT THE CONGEN ON JANUARY 5 TO ACQUAINT US WITH A PROPOSAL
FOR A SYNDICATED MARKET RESEARCH STUDY ON THE ELECTRICAL INDUSTRY.
THIS STUDY WILL BE CONDUCTED FOR A MINIMUM OF TEN PARTICIPANTS,
DEFINITELY INCLUDING THE LARGE MANUFACTURERS, AND FOR A MAXIMUM
OF PERHAPS TWENTY. THE PROPOSED STUDY WILL BE EVEN MORE
COMPREHENSIVE THAN THAT ENVISAGED BY USDOC, YET WILL INCLUDE ALL
THE DATA REQUIRED BY USDOC, ALTHOUGH DIFFERING SLIGHTLY IN FORMAT.

3. ASSUMING SUFFICIENT PARTICIPATION IS GUARANTEED, P E HOPES TO
BEGIN THE STUDY IN FEBRUARY AND IS ALLOWING FIVE MONTHS FOR
COMPLETION. THE ENTIRE STUDY WILL COST BETWEEN R60,000 AND R80,000.
EACH PARTICIPANT WILL PAY A SEO FEE OF R4000 OR APPROXIMATELY
US\$4600, WITH 40PCT PAYMENT DUE AT THE OUTSET AND THE BALANCE UPON
COMPLETION OF THE STUDY.

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4. P E IS OFFERING USDOC THE OPPORTUNITY TO PARTICIPATE IN

THIS STUDY AND IS WILLING TO MAKE MODIFICATIONS IN IT TM MEET USDOC'S PARTICULAR REQUIREMENTS. P.E. WOULD ALSO BE WILLING TO CONVERT TABLES, AND OTHER STATISTICAL DATA TO USDOC'S REQUIRED FORMAT AT A MODES INCREASE IN THE R4000 INITIAL FEE. P.E. AT THIS TIME SEES NO PROBLEM IN USDOC PARTICIPATION VIS A VIS OTHER PARTICIPANTS.

5. ONE COPY OF P.E.'S PROPOSAL WILL BE AIRPOUCHED JANUARY 7, MARKED FOR THE MARKET RESEARCH DIVISION (OIM/PD/MRD 214). CONGEN FEELS THAT P.E.'S PROPOSAL HAS MERIT AND GIVEN CIRCUMSTANCES PREVIOUSLY REPORTED CONCERNING CONTRACT RESEARCH COSTS, SEES THIS AS AN OPPORTUNITY WORTH CONSIDERATION.

6. WOULD APPRECIATE COMMENTS INCLUDING IF FURTHER INFORMATION REQUIRED.

GUTHRIE

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Message Attributes

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Margaret P. Grafeld
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